Role of Digital Business Ecosystems in Addressing Sustainable Development Goals
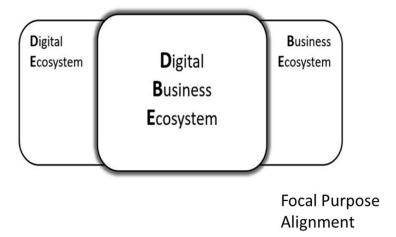
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Research Overview

- Context : Digital Business Ecosystems orchestrated by incumbent firms in developing economies (Asia)

- Motivation : Role of managed Ecosystems in solving Grand Challenges (Ambos & Tatarinov, 2023)

- Methodology: Multiple Case study Method; Multiple sources of Information for each cases (Yin, 2009)

- Findings : Encouraging early-stage indication of managed ecosystem's ability to bring about significant changes in resolving institutional gaps to address SDG (8 & 9)

Business Ecosystem

DBE Diagram Source: Suuronen et al., 2022

" *Alignment structure of the multilateral set of partners that need to interact in order for a focal value proposition to materialize*" (Adner, 2017, p. 42)

Literature Overview

- Role of digital solutions in addressing grand challenges and wicked problems (Tatarinov et al., 2023; Castro et al., 2021)
  - Current literature mostly limited to ecosystems orchestrated by *non profit firms*
- Collaborative organizational forms to harness complementarities to address these pressing needs (Gatignon, 2022; George, et al., 2016)
- Developing / Emerging Economies : Noted to have institutional weakness, economic uncertainty and political instability (Hoskisson et al., 2000; North, 1993)
  - External environment impacting cause of ecosystem emergence (Dattee et al., 2018)
- Role of novel technologies to tackle social issues, enhance governance, and foster economic expansion (Magni et al., 2021)
- Significance of Shared Value Creation : Firms may need to look beyond its economic needs (Kramer & Porter, 2011)

Research Objective

Digital Business Ecosystem's potential to contribute towards Sustainable Development Goals in developing economies
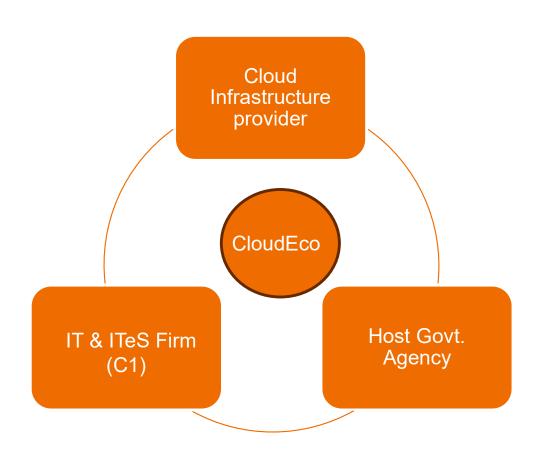
Methodology

- Multiple Case study method (Yin, 2009)
  - DBEs Orchestrated by Incumbent firms from developing economies in Asia
- Purposive Sampling within boundary condition (Palinkas et al., 2015)
- Multiple source of data and engaging in more than one type of analysis (Creswell & Plano Clark, 2017)
- Primary Information
  - Semi structured interviews (60-90 mins) between Nov. 2021 and Oct. 2023
  - Information received from the orchestrating firms in form written responses
- Secondary Information
  - Archival sources, YouTube videos, Online Media, Industry & Analyst reports

Data Sources

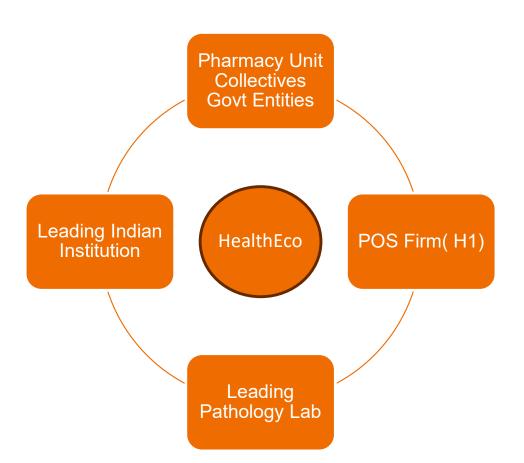| Ecosystems	Interviews	Field Observations	Presentations & SoWs	Other Documents	Industry Reports
HealthEco	3+4	2	2+1	Images, Fliers & Videos of events, Online Media. Field Notes	1
CloudEco	4	-	3	YouTube Videos, Internal documents, Online Media	2
FinEco	2	-	2	Information from Company, Online Media, Industry Reports	2

Thematic Diagram: Case 1

Thematic Diagram: Case 2

Pharmacy Unit Collectives Govt Entities

Leading Indian Institution

HealthEco

POS Firm(H1)

Leading Pathology Lab
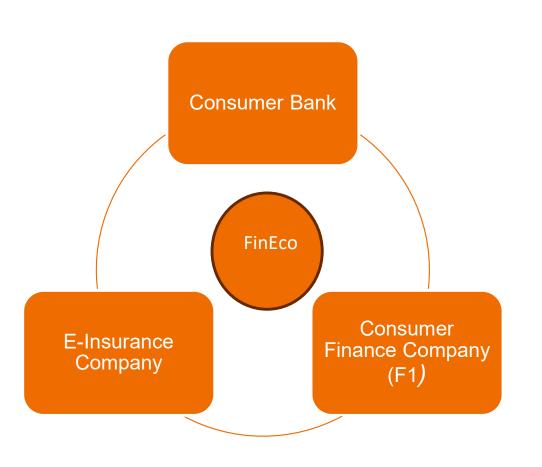
"So, you know, we are trying to strengthen the ecosystem of our country, basically healthcare infrastructures, and trying to help them to fight any kind of disruption they are facing in from individual monopolistic idea" (Founder, H1)

(Founder, H1, HealthEco)

Thematic Diagram: Case 3

Consumer Bank

FinEco

E-Insurance Company
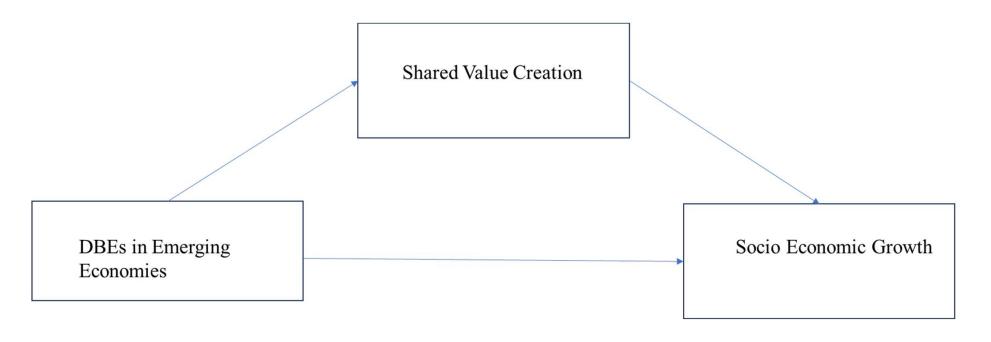
Consumer Finance Company (F1)

"The level of banking penetration in Vietnam is now fairly high. So, I wouldn't say that we went to unbanked customers, but we definitely went to under-banked customers, under-served customers:

(CEO F1, FinEco)

Observations Summary

Ecosystem	Location- Form	Focal Purpose of the Ecosystem	Economic Value Creation	Social Value Creation
CloudEco	Malaysia (Sovereign Cloud Ecosystem)	Skill Development, Add digital economy relevant Jobs	New International Venture	Job Creation, Skill development
HealthEco	India (Hyperlocal Healthcare Ecosystem)	Providing a platform to independent units from unrecognised retail sector	Expanding scope of Operations	Addressing Monopolistic competition by large online firms
FinEco	Vietnam (Financial SuperApp)	Addressing holistic financial needs of underbanked segment	Increasing scale & scope of Operations	Financial Inclusion

Preliminary Findings

Implications

- Role of Ecosystems in tackling grand challenges (Ambos & Tatarinov, 2023)
- Socio-technical implications for emerging Asian economies (Magni et al., 2021)
- Our study also observes possible complementarity between strategy and structure (Adner, 2017)
- Highlights significance of exploring novel organizational forms and inclusive business models for managers and business owners
- Provides guidance to policymakers in highlighting how DBEs can mitigate the adverse impacts of inadequate institutional frameworks and foster sustainable economic growth by implementing coordinated activities.

Thank you !

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